Vak: Communication- and Media Theory 2 — credits: 5

Vakcode	ICVP14CPA2
Naam	Communication- and Media Theory 2
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	M.R. Wegman
Werkvormen	Hoorcollege Werkcollege
Toetsen	Communication and Media Theory 2 - Computer, organisatie ToetsCentrum

Leeruitkomsten

The following learning outcomes are developed at level 1:

2. The student monitors developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into a communication strategy.

5. The student accounts for communication interventions based on knowledge, theory and research insights.

Inhoud

This course module will look at the following subjects in more detail:

- Public Relations: developments in PR, issues, image, identity, reputation, CSR, monitoring the organisational environment, media relations
- Media theory: agenda setting, framing, narratives.
- research methods: issue analysis, media analysis, stakeholder analysis.

Opgenomen in opleiding(en)

International Communication

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